

## ORDER



**Orders**  
**Order / Rev:** 36887  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 11/02/12 / 11/02/12  
**Order Type:** GENERAL

WTVF

**Primary AE:** Political Political  
**Sales Office:** WTVF  
**Sales Region:** Local

**Agency Name:** West Rogers LLC  
**Buying Contact:**  
**Billing Contact:**  
 6075 Poplar Ave #122  
 Memphis, TN 38119

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Jim Gotto for State House  
**Demographic:** A25-54  
**Product Codes:** PO03  
**Priority:** P5  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	11	\$8,250.00	\$7,012.50
11/01/12	11/06/12	20	\$11,975.00	\$10,178.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$8,250.00	\$7,012.50	0.00
November 2012	20	\$11,975.00	\$10,178.75	0.00
<b>Totals</b>	<b>31</b>	<b>\$20,225.00</b>	<b>\$17,191.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	10/29/12	11/06/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	4	\$400.00	P4	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$400.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$400.00		0.00			
2	WTVF	10/29/12	11/06/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p	MTWTF--	:30	2	\$625.00	P4	0.00	NM	5	\$3,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$625.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		1				\$625.00		0.00			
3	WTVF	10/29/12	11/06/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p (6:00 PM-6:30 PM)	MTWTF--	:30	3	\$750.00	P4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT----		3				\$750.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$750.00		0.00			
4	WTVF	10/29/12	11/06/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p (6:30 PM-7:00 PM)	MTWTF--	:30	3	\$700.00	P4	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--		4				\$700.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$700.00		0.00			
5	WTVF	10/29/12	11/06/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p	MTWTFSS	:30	3	\$1,100.00	P4	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWT--S		4				\$1,100.00		0.00			

Advertiser: Jim Gotto for State House  
Product Desc: \_\_\_\_\_  
Estimate: \_\_\_\_\_

WTVF

Totals	31	\$20,225.00
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**Address all invoices to the ADVERTISER in care of:**

**WESTROGERS**  
6075 POPLAR AVENUE  
MEMPHIS, TN 38119  
901-682-3839  
[WWW.WESTROGERS.COM](http://WWW.WESTROGERS.COM)

ADVERTISER: JIM GOTTO

STATION: **WTVF**  
STATION REP: KILEY MURPHY  
PHONE #: 615-2485337  
EMAIL: KMURPHY@NEWSCHANNEL3

**MEDIA BUYER: BECKY WEST**  
**PHONE: 901-682-3839**  
**EMAIL: BECKYWEST@WESTROGER!**

cancellation  
sorry, thanks.

**TV INSERTION ORDER**

DATE: 2-Nov-12

INSERTION ORDER #: 14456

**PLEASE INCLUDE OUR INSERTION ORDER NUMBER  
ON ALL STATION INVOICES - THANK YOU!**

NEW ORDER

X CANCEL

REPLACES &amp; SUPERCEDES

our Ins Order # X  
dated X

START DATE:	6-Nov-12	END DATE:	6-Nov-12
TOTAL WEEKS		TOTAL COMMERCIALS	
1		1	

[illegible]

MEDIA GROSS:	\$525.00
DISCOUNT @ 15%:	\$78.75
NET DUE MEDIA:	\$446.25

SPOT ID# / TITLES / RUN DATES:

**INSTRUCTIONS:**

**SYSTEM CONFIRMATION REQUIRED**

WESTROGERS (AGENCY) as Agent for the Advertiser named above, has been authorized by the Advertiser to initiate and administer media placements on their behalf. By executing this insertion order/schedule, this Station/Media Outlet recognizes AGENCY as an Agent of the Advertiser and acknowledges that the Advertiser, not the AGENCY, is ultimately liable and responsible for any and all payments due this Station/Media Outlet regarding this Advertiser. AGENCY acknowledges fiscal responsibility to the Station/Media Outlet only when, and, to the degree, it has been paid by the Advertiser. The Station/Media Outlet is not authorized to implement this insertion order/schedule until AGENCY has received a

PLEASE SIGN, DATE & RETURN A COPY OF THIS INSERTION ORDER/SCHEDULE ASAP. THANK YOU.

<input checked="" type="checkbox"/>	STATION/MEDIA REPRESENTATIVE
-------------------------------------	------------------------------

**Date**

x Beck West 11/2/12  
MEDIA BUYER \_\_\_\_\_ Date \_\_\_\_\_

## Kiley Murphy

---

**From:** Whitney West <whitneywest@westrogers.com>  
**Sent:** Thursday, October 25, 2012 5:07 PM  
**To:** Kiley Murphy  
**Subject:** Re: Gotto no-clears

That is fine!

Thank you,

Whitney West

On 25.10.2012 16:56, Kiley Murphy wrote:

> We did have a couple of spots N/A. See below for offers.

>

> Thanks!

>

> Gotto order

>

> NA Sun 530p News: MG Sun 6a-8a \$350

>

> ~~NA CBS Sunday Morning: MG 2x 7a-8a @ \$400 each~~

>

> NA Sun 10p News d/t late run FB: MG Access Break 645p-658p (this airs  
> at 6:57P).

>

> Kiley Murphy | National and Interactive Sales Manager

>

> 474 James Robertson Pkwy. | Nashville, TN | 37219

>

> (t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207

>

> [www.NewsChannel5.com](http://www.NewsChannel5.com) [1] | [facebook.com/NewsChannel5](https://www.facebook.com/NewsChannel5) [2]

>

> In accordance with Paragraphs 49 and 50 of United States Federal

> Communications Commission Report and Order No. FCC 07-217, Newschannel

> 5 Network, LLC, will not discriminate in any contract for advertising

> on the basis of race or ethnicity, and all such contracts will be

> evaluated, accepted, negotiated, and completed without regard to race

> or ethnicity.

>

>

>

> Links:

> -----

> [1] <http://www.newschannel5.com/>

> [2] <https://www.facebook.com/#!/newschannel5>

## Kiley Murphy

---

**From:** Whitney West <whitneywest@westrogers.com>  
**Sent:** Wednesday, October 24, 2012 3:12 PM  
**To:** Kiley Murphy  
**Subject:** Re: two things

Yes that is fine.

Thank you so much Kiley.

Sorry for all the technical trouble!

Whitney West

On 24.10.2012 15:10, Kiley Murphy wrote:

> First, we're good on payment.  
>  
> Second, the Sat 5P is N/A due to football. MG offer same rate into M-F  
> 8-9A, 1x. OK?  
>  
> Kiley Murphy | National and Interactive Sales Manager  
>  
> 474 James Robertson Pkwy. | Nashville, TN | 37219  
>  
> (t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207  
>  
> [www.NewsChannel5.com](http://www.NewsChannel5.com) [1] | [facebook.com/NewsChannel5](https://www.facebook.com/NewsChannel5) [2]  
>  
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> evaluated, accepted, negotiated, and completed without regard to race  
> or ethnicity.  
>  
>  
>  
> Links:  
> -----  
> [1] <http://www.newschannel5.com/>  
> [2] <https://www.facebook.com/#!/newschannel5>

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Whitney West  
Media Assistant | WestRogers, LLC  
6075 Poplar Avenue | Suite 104 | Memphis TN 38119  
[TEL:901-682-3839](tel:901-682-3839) | [CELL:901-828-4177](tel:901-828-4177)

Date: \_\_\_\_\_

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**WESTROGERS**  
**6075 POPLAR AVENUE**  
**MEMPHIS, TN 38119**  
**901-682-3839**  
**WWW.WESTROGERS.COM**

MARKET:  
 ADVERTISER: JIM GOTTO

STATION: WTVF  
 STATION REP: KILEY MURPHY  
 PHONE #: 615-240-5337  
 EMAIL: KMURPHY@NEWSCHANNEL3

MEDIA BUYER: BECKY WEST  
 PHONE: 901-682-3839  
 EMAIL: BECKYWEST@WESTROGER

START DATE:	29-Oct-12	END DATE:	6-Nov-12
TOTAL WEEKS		TOTAL COMMERCIALS	
1		32	

# TV INSERTION ORDER

DATE: 22-Oct-12  
 INSERTION ORDER #: 10241

PLEASE INCLUDE OUR INSERTION ORDER NUMBER  
 ON ALL STATION INVOICES - THANK YOU!

☒ NEW ORDER

☒ CANCEL 10222

☐ REPLACES & SUPERCEDES  
 our Ins Order # X  
 dated X

STATION	DAY(S)	TIME PERIOD	PROGRAM	RATE	RTG PTS	TOT SPOTS	TOT COST	SCHEDULE DATES
WTVF	TU-F	7A-8A	NEWS CH 5 THIS MORNING	\$400.00	4.8	4	\$1,600.00	Schedule to run Oct. 29- Nov 6
WTVF	TU-F	5-530P	6P REPORT	\$625.00	6.8	4	\$2,500.00	Schedule to run Oct. 29- Nov 6
WTVF	TU-TH	6P-630P	6P REPORT	\$750.00	7.7	3	\$2,250.00	Schedule to run Oct. 29- Nov 6
WTVF	TU-F	630P-7P	630P REPORT	\$700.00	7.4	4	\$2,800.00	Schedule to run Oct. 29- Nov 6
WTVF	TU-TH	10P-1030P	10P REPORT	\$1,100.00	8.3	3	\$3,300.00	Schedule to run Oct. 29- Nov 6
WTVF	SAT	5P-530P	WEEKEND NEWS <i>MC</i>	\$200.00	5.8	1	\$200.00	Schedule to run Oct. 29- Nov 6 <i>MC 8-9A 1x</i>
WTVF	SAT	6P-630P	WEEKEND NEWS	\$300.00	5.4	1	\$300.00	Schedule to run Oct. 29- Nov 6
WTVF	SAT	10P-1030P	10P REPORT	\$750.00	7.8	1	\$750.00	Schedule to run Oct. 29- Nov 6
WTVF	SUN	8A-930A	CBS SUNDAY MORNING	\$800.00	9.2	1	\$800.00	Schedule to run Oct. 29- Nov 6
WTVF	SUN	530P-6P	WEEKEND NEWS	\$350.00	5.8	1	\$350.00	Schedule to run Oct. 29- Nov 6
WTVF	SUN	10P-1030P	10P REPORT	\$1,100.00	7.8	1	\$1,100.00	Schedule to run Oct. 29- Nov 6
WTVF	M	7A-8A	NEWS CH 5 THIS MORNING	\$400.00	4.8	1	\$400.00	Schedule to run Oct. 29- Nov 6
WTVF	M	5-530P	6P REPORT	\$625.00	6.8	1	\$625.00	Schedule to run Oct. 29- Nov 6
WTVF	M	6P-630P	6P REPORT	\$750.00	7.7	1	\$750.00	Schedule to run Oct. 29- Nov 6
WTVF	M	630P-7P	630P REPORT	\$700.00	7.4	1	\$700.00	Schedule to run Oct. 29- Nov 6
WTVF	M	10P-1030P	10P REPORT	\$1,100.00	8.3	1	\$1,100.00	Schedule to run Oct. 29- Nov 6
WTVF	TU	7A-8A	NEWS CH 5 THIS MORNING	\$400.00	4.8	1	\$400.00	Schedule to run Oct. 29- Nov 6
WTVF	TU	5A-8A	MORNING REPORT	\$300.00	5	1	\$300.00	Schedule to run Oct. 29- Nov 6
WTVF	TU	6A-7A	MORNING REPORT	\$525.00	6.7	1	\$525.00	Schedule to run Oct. 29- Nov 6
						32	\$20,750.00	

MEDIA GROSS: \$20,750.00  
 DISCOUNT @ 15%: \$3,112.50  
 NET DUE MEDIA: \$17,637.50

SPOT IDs / TITLES / RUN DATES:

INSTRUCTIONS:

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PLEASE SIGN, DATE & RETURN A COPY OF THIS INSERTION ORDER/SCHEDULE ASAP. THANK YOU.

☒ STATION MEDIA REPRESENTATIVE

Date

☒ MEDIA BUYER

Date

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WTVF

**Date:**

10/24/12

I, Becky West,

being/on behalf of: Jim Gotto, a legally

qualified candidate of the Republican political

party for the office of: TN State Representative

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:** \$17,637.50



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Jim Gotto

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Al Bodie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/24/12

Date

Beckwith

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title